

ANOTHER PROJECT STICKER SHOCK OPPORTUNITY: DECEMBER 2002 CAMPAIGN

What Is Project Sticker Shock?

- ? ? A statewide public awareness campaign that places stickers on multi-packs of beer, wine coolers, and other alcohol products that appeal to underage drinkers. Posters are also available for cooler doors.
- ? ? Aims to discourage adults 21 years of age and older from providing alcohol to minors.
- ? ? Each campaign wave has involved more than 15 youth and community groups and over 400 retailers, which range from small convenience stores to large supermarkets.
- ? ? Sponsored by the Maine Office of Substance Abuse (BDS), the Maine Bureau of Liquor Enforcement, and the Underage Drinking Task Force.



Maine Youth: Key Ingredients for Project Sticker Shock's Success!



Members of Gardiner's Underage Drinking Project pose for the camera while applying stickers at a participating retailer!

Important Guidelines for Project Sticker Shock

- ? ? **Stickers should be placed on multi-packs, not directly on bottles or cans**
- ? ? **Stickers should not cover brand names or bar codes!**
- ? ? **Youth under age 21 must have adult supervision at all times (both chaperones & store staff)**
- ? ? **If packages must be moved to apply stickers, only the adults should handle the alcohol**

What People Are Saying About Project Sticker Shock...

"This program was very easy to implement, and our employees were enthusiastic about participating. We take our responsibility of not selling alcohol to minors very seriously. We look forward to participating again!"

- **Charon Curtis**, *Clipper Marts Management*

"The Sticker Shock Program was a great success. I was surprised and very pleased to see how many high school students believe in this cause, as well as adult members of the community who volunteered to transport and supervise the youth. Uniformed officers were also present during the events. The program brought together people that normally do not meet."

- **Ptl. Jamie Dodge**, *York Police Department*

"Sticker Shock was a fabulous opportunity to team up with retailers and law enforcement in a community project, to build awareness around purchasing for minors. We "Sticker Shocked" 34 stores, gained great publicity, and had so much fun it felt almost illegal!"

- **Maxine Beecher**, *Coordinator of S. Portland Underage Drinking Community Coalition*

Why Participate In Project Sticker Shock?

- ? ? Raises public awareness about underage drinking and youth access to alcohol.
- ? ? Builds collaboration between youth, retailers, concerned parents, community members, law enforcement, and prevention professionals.
- ? ? Strengthens the deterrent effect of the law against providing alcohol to minors.
- ? ? Generates positive media coverage, including newspaper articles/editorials, and news stories and public service announcements on radio and television.

**Kicks off on December 2nd on
Alcohol Awareness Day and
continues through New Years**

**The December 2002 Campaign marks the
fourth time Project Sticker Shock has
been implemented state-wide!**

Adapted from a youth group in Pennsylvania and first implemented in Maine by Fort Kent Area Community Voices in February, 2001.

Project Sticker Shock Sign-Up

Please Complete Legibly With Ink

To participate in the
**December 2002 Sticker Shock
Campaign**, please return this form
BY NOVEMBER 15th * to the
O.S.A. Information & Resource Center:

By Fax:
(207) 287-8910

Or By Mail:
Office of Substance Abuse
Information & Resource Center
159 State House Station
Augusta, ME 04333-0159

**requests after November 15th will be honored.*

Questions?

Contact the Information & Resource Center at:
Phone: 1-800-499-0027
TTY: 1-800-215-7604
E-mail: osa.ircosa@state.me.us

A sticker shock handbook for youth/
community groups can be downloaded at:
www.maineosa.org/prevention/sticker

...or call the number above
to request a copy.

☐ **YES! We want to participate in the December 2002 Sticker Shock!**

ORGANIZATION/STORE

CONTACT PERSON

MAILING ADDRESS

CITY/STATE/ZIP

PHONE #

FAX #

E-MAIL ADDRESS

Please check the option which best applies:

- ☐ Store -- *Please Complete Box A below!*
- ☐ Youth/Community Group -- *Please Complete Box B below!*
- ☐ Other Group or Organization-*Please complete Box B below!*
(Please specify) _____

BOX A: FOR PARTICIPATING STORES TO COMPLETE!

1. How many 8 x 11 posters would you like to hang
in your store? _____
2. Approximately how many **multi-packs** of each of the
following types of alcoholic beverages do you expect
to sell (on average) in a week during the month of
the campaign (Dec 2nd through new Year's)?

Beer:
(i.e. 6, 12, 24 & 30 packs) _____ per week

Other:
(i.e., wine coolers, malt beverages) _____ per week

Total # of Stickers _____ per week

BOX B: FOR PARTICIPATING GROUPS TO COMPLETE!

How many of each of the following types of stores which
sell alcohol do you anticipate involving in the program?

Large Grocery Stores : _____

Smaller Grocery Stores: _____

Convenience Stores:

_____ Irving _____ Cumberland Farms

_____ Big Apple _____ Clipper Mart

_____ Other (other convenience or variety stores)

Other Stores:
(i.e., pharmacies, liquor stores) _____

Please Note:

*Our intention is to provide enough stickers for each participating store/group to carry the campaign from
December 2nd through New Year's depending on the volume of requests and the availability of stickers!*